

## Tomorrow, Friday, Will Be My Last Lockhart "Mill-End" Friday Bargain Day, For I Leave This City Saturday Night

Influence is the greatest of all human gifts. With all my courage and strength and by my every act in life I endeavor to swing wade open the gates of public confidence that their influence may flow unfundered into my peculiar kind of business, for it is a benefit to all mankind.

sway the great buying public in every city. No same persons should try to New York. separate themselves from the subtle, intangible power that is drawing the people to my sale every day in such immense crowds as to require the as sistance of 20 policemen and an army of salespeople

My chief aim is that my business shall please and prove a real benefit. All buman beings that do not live at cross purposes with progress and opportunity will certainly come to my last Friday Bargain Day tomorrow, and, unashamed, return again on Saturday, for this great event is It is the worth and genuine merit of my business that inspire and the centre and circle of a merchandising activity never before known in

buy for less.



# THE BIG STORE" Tountain

SIXTH AVE.. 18TTO 19T STREET

No Mail, Phone, C. O. D. or Approval Orders Filled. No Exchanges.

"I Assert Emphatically That This Is the Most Compelling Event in Women's & Misses' New Fall Coats & Dresses

All charge purchases made during the remainder of this month will be entered on bills rendered November 1.

(Glove Brand -"Goodyear") Rubbers at 49c In this offering I am eclipsing the best I have ever

Any old cracked crown can go downtown any

given in any city in men's runner footwear hargains.

Success produces confidence. There

is no success without prudence. Op-

portunities neglected stamp you a

C. A. LOCKHART.

Remember the name Goodyear remember the hrand Popular clog style low cubber in sizes 8 to 12. Only 1,000 pairs.

What time will you be here? Sale begins at 9 o'clock.

day and pay regular prices, but the trick is to

Remnants of

Dress Goods

25c, 50c, 75c and 81

Conceal that which hurts another unless

it be a greater hurt to some one else. C. A. LOCKHART.

"Hundreds of practical illustrations of what I mean will be given broughout the store zomorrow, but none is better than this offering of

## \*10 Trimmed Fall Millinery at \$5

"I know Millinery, and you can take my word for it that these are among the smartest styles created for this fall. The very hats to wear with new fall suits. Real beauties. Small, medium and large shapes, in most wanted materials and trimmings."—C. A. L.

That Has Taken Place During My Entire Sale" "Don't loiter around town looking to better these bargains; you can't"-and Mr. Lockhart grew even more emphatic. He continued: "I have assembled a number of Fall and Winter models from which you may select, each of which is authentically correct. I want you to keep the last couple of days of my sale in good remembrance, and if you buy one of these stunning gar-

Women's & Misses' \$24.50 \$ 18.75 | Women's, Misses' \$22.50, \$24.50 \$ 17.75 | New Fall & Winter Coats, 18.75 | & \$27.50 Afternoon Dresses 17.75

A wonderful variety of swagger coats in an extensive range of materials. These garments are for immediate wear as well as for use during the entire. Winter. All are splendidly fallored of such highly desirable materials as woll velours, Kerseys, Heavy Cheviots, Gabardines, Wide-Wale Diagonals and Novelty Tweeds.

Here you will find featured huge collars, many of which are convertible and trimmed with velver or plush.

New Fall styles, all of them distinctive. Choice may be made of dresses charmingly fashioned of Crepe de Chine, Satin, Taffeta combined with George and a limited number of smart tailored styles in Serge. All these are in the very newest and cleverest styles, tastefully trimmed with slik or metallic embroideries, George te crepe or satin. All the fashionable new Fall colors are represented. There is likewise an ample assortment of navy blues and blacks.

C. A. LOCKHART.

My sale calls to the best people to compose their thoughts, their delights and ambition that they may serve well their own home. C. A. LOCKHART. Men's \$1 to \$1.50 Negligee Shirts at 69c

> Excellent shirts of good quality Percale, Madras, kepp and Noveity Shirtings. Neat stripes in black, blue or heliotrope on white grounds. All colors guaranteed. Well made shirts fin-ished with fine pearl buttons; cut full size and guaranteed to fit. Sizes 14 to 17.

Lon't sit by in a fossilized condition and

These Prices on Table

Supplies Will Save You

Some Real Money!

The best selections of strictly fresh pure foods are offered tomorrow money-saving prices. Mail and telphone orders filled promptly.

think Providence has your case in hand.

Men and women are valued for their use to other men and women, not for their width or height. C. A. LOCKHART.

Men's and Boys' 25c to 39c Neckwear

Each, 17c Big variery, including thousands of four-in-hands. Windsor ties and ready-made Teck ties in an endless variety of good designs. The four-in-hands are in silk or

natin-reversible or flowing ends.

Widsor ties in pisin colors, em-broidered or plaids.

FRESH MEATS
Name sear C O. D.
LAMB-legs of face city
dressed in . 32LAMB-full fore quarters of
city dressed in . 2;
ROAST REEF-choice cut
of native rise; in . 24

of native ribs; ib . 24 MUTTON less of chinc Western stock; ib . 27 CHICKEN—choice quality

Western stock, ib. 27
CHICKEN—choice quality
dry picked, ib. 29
DUCKS—fancy Leng 14
and; ib. 30
VEAL—rumps of chairquality; ib. 20
VEAL—choice out for room
ing; ib. 24

FRESH FISH

None sent C. O. D.

HADDOCK—fresh seeght.

b. 10

MARKET COD—fresh

10. 10

whiting - fresh caught.

HERRING — fresh cauch B. 10 CODFISH STEAKS; ib 25 SALWON STEAKS; ib 25 FLOUNDERS—fresh cauch ib. 10 8 H R I M P — large, fresh B. 25

C. A. LOCKHART.

Brave people conquer condi-tions that overwhelm the weak and cowardly.
C. A. LOCKHART.

### Aluminum Ware Sale

SLOD "WEAR EVER" ALUMINUM TEA KEITTLES Squart fas oot \$2.29 tom, cold hands Ceneal \$1.79 OR RIGE BUILERS—2 Just of \$1.78 ALUMINUM PERCOLATING COPPEE POTS—Squart class \$1.25 top COVER OMBLET PANS.

SUSO ALUMINUM DOUBLE TURN \$1 OVER OMBLET PANS.

SUSO ALUMINUM TEA KETTLES—with mast, 3-quart no sealing or \$1.98 rivered joints

"Take My Advice, Ladies, and Buy Marabout Capes at \$2.45'

The biggest and best \$3.50 values in town. Nice full capes in natural, seal or black. Sale Friday only

"You've Long Wanted a

Wardrobe Trunk

Here's a Chance to Get a

\*40 'Neverbreak

Wardrobe Trunk for \$30"

For those who travel it is indispensable, and it

has many uses in the confined New York apartment. Nade of three-ply veneer basswood, all fibre covered, round edges, brass steel clamp and corners, Yale lock, 12 hangers, suitable for men's or women's clothes, 5 large drawers inclosed.

"Fre a Number of Odd Pieces of

Women's Undermuslins Which I'm Going to 59c" C. A. LOCK-Let Go To-morrow at 59c" HART.

These women's undermuslins are of good quality Nainscok and Cambric. In the lot are gowns, petricoats, chemises and drawers. These have been left over from my previous sale days, and all are excellent. Make your pick early in the day.

"Your Little Girl Will Soon Need a Flannelette Gown

Take One for 49c," Says Lockhart These girls' flannelette gowns come in pink or blues, also plain white; made with yoke front. Sizes 2 to 12 years.

"Only Two Days More," Says Lockhart, "Dur-ing Which You Can Take Advantage of My Mill-End Sales."

#### Women's 98c Patent Leather Belts for 44c

These are 4 inches wide, and each has a 5-inch enamel buckle. Size range from 28 to 40. As the price is less than half ordinary, you can see the bar-gains for yourself.

"Piry the lamentable poverty of those who must beg. Resourceful minds are never beggars.
Your viscom will bring you to my sale—follow
its dictations and you will never have to beg."
C. A. LOCKHART.

Upholstery Bargains

49c Window Shaues - 1x6; opaque quality; 39c Women's Handkerchiefs 15c brass Extension Curtain Rods—ball 10c ends; each.

5c Crotonne Edgings—variety of chintz colors;
2 yards for.

5c Pillow Tops—damasks, armures and 50c stitched handkerchiefs, with very pretty floral spray embroidered in corner ("seconds").

SOME one has very aprly said: "The clam and the turtle are the most unsocial things in the world." I do not want to be classed with either of them nor end as they do-the one in the chowder and the other in the soup. It is a physical impossibility for me to answer all the personal letters that have choked my mail each day. I have treated all requests from publishers of every sort alike by refusing personal

I came to your city for a merchandising cam-paign considered of such gigantic magnitude as to make it almost impossible of accomplish-ment but the metropolitan trend and frugal tendencies of the noble people in the great city of New York have responded to my call as no other people have, and I am 50 per cent. ahead of my schedule, and, with the co-operation of the great buying public to the end of this week. I shall leave this city next Saturday night, baving won a victory of 75 per cent. above the most sanguine expectation. All store records have been broken. Assuring everyone that I am not unminuful of the tremendous patronage that has been snowered on my business, and carnestly urging all who desire being a mustermind over their own destroy to keep on-keep-ing on-crowding into the Mill-End crowds-for the crowds won't hart you.

interviews.

-C. A. LOCKHART.

'My sale promotes peace, happiness and comforts in the home." C. A. LOCKHART.

Women's and Children's Now, remember, Madam, that I'm going to be extraordinarily busy. It will pay you to follow my example. Why? Here's the answer:

WOMEN'S COTTON HOSE—fast black, well made, serviceable attackings with reinforced double fires and besta, 12/20 all elses; raises to 197; pale, rach. 

"I Anticipate Your Winter Needs in

#### Blankets and Comforters During the Last Days of My Sale," Says Lockhart

This is the right time to buy, without a doubt comforters - elikoline covered, filled with \$ 1.50 Plaid Blankets-150 pairs of Woolnap \$ 2.95 Blankers, first quality, pair

"I're Got a Lot of

15c Yd. Colored Bordered and White Hem- 10c Skirts for Women Misses \$39.50 9x12 Azminster Rugs-

"A big mind lodged in the flesh is of great value. Most of my customers have it and know how to use it." C. A. LOCKHART.

"Act Promptly if You Want These Men's \$1.45 to \$1.95

Flannel Shirts at \$1.15

"One of the best offerings that I've ever seen." These shirts are in navy blue, khaki and gray-medium and heavy weight. Excellent quality flan-not, steam shrunk, strongly made, all seams double stitched, faced sleeves, good buttons. Sizes 1412

"People of sense, grace, accomplishment and power are the best patrons of my sale." C. A. LOCKHART.

"Odd" Lots from My Previous Sales Corsets Low Priced

Nemo Corsets—seconds, odd sizes, 19, \$ 1.25 Cornets—regularly \$2, up-to-date brocade model, perfect in style, comfort and durability, medium bust, long skirt, strong hose supporters \$ 1.25 attached, splendid value at

"An upright man in business suffers little from the good of a standerous tongue." C. A. LOCKHART.

#### White Goods and Domestics

Underwear and Hosiery stancy Turkish Towels -Jacquard weave; heavy weight, bleached; dainry blue, pink and 50c yellow borders; each. \$2 piece of to yards Long Cloth and Nathsook—fine for ladies and children's wear, se ins. \$ 1.49 wide; piece of 10 yards for

89c yd. Table Damask-70-inch; finess qualiry mercerized; choice of five purierus, ya 59c

#### "I'll Save You a Dollar on These Women's Wool Sweaters Which Are Regularly Sold at \$5.95

Tomorrow's Price is \$4.95 "Taking into consideration the present condition

of the wool market," says Lockhart, "jou are getting a real bargain." The wool sweaters are in plain Cardigan stirch—they are made with large sailor collar and belt. Colors are rose, Copenhagen, gray, maroon or green. Sizes 36 to 48.



"Man's material wants are food, raiment and shelter. You can best supply the food and raiment at my sale. Are you doing it?"

C. A. LOCKHART BARGAINS

Wilton, Axminster and Tapestry Brussels Rugs. Five large room size specials in the

popular exil size, from one of the leading mills of \*33.50

## A Mill-End Close-Out of Jewelry Articles at 50c

Note this word of warning to men. If a man wants a true wife, full of love and affection, he should pick a woman that is fond of jeweiry. If a man wants a lemon for his wife, then pick the woman who does not like jeweiry. "Even a straw shows which way the wind blows." I leave New York Saturday night. This lot of fascinating adornment articles must leave this store before I do.

The Values Are Up to \$2.25 My Price, for Your Choice, is 50c

A great counter chockful of Scarf Pins. Cuff Links, Brooches, Bar Pins, Cuff Pins, Three-Pin Sels, Earriags, Tie Clasps, Hat Pins, Sport Pins, Belt Pins and Studs. Vanities, Cigarette Cases and Coin Holders—jewelry stricles by the thousands. It will be one grand final picnic for the women of New York and vicinity. The crowds will be great. Come early

C. A. LOCKHART.

Would you succeed well?-act well, do well, and never stop trying!

### C. A. LOCKHART. Black and Colored Dress Silks

\$1.50 yd. Black Dress Taffeta-35 inches wide; splen- \$ 1

did heavy quality; yard \$1.85 yd. Black Dress Taffeta 40 inches wide; very high grade; \$ 1.25 \$1.50 yd. Colored Satin Messaline—35 inches wide; full line of 98c

> I rejoice in the growth and expansion of my business; its strength, flexibility and suppleness are shown by the

facts; the crowds are greater each day. C. A. LOCKHART. 100 and Only 100

Men's \$10 Overcoats at Good overcoats for Fall or Winter wear, chiefly in fancy "Pll Sell Men's

'Kingly' Trousers at \$3.35" Nor another word need be said. Kingly trousers are the best in the world for quality. Choice of Striped Worsted and Blue Serges. Every

A restless tumult comes to my sale every day. I do not want the noise stifled, for it is the trappings of satisfaction and happiness.

. A. LOCKHART. **Corset Covers** 

These are really fine corset covers, trimmed prettily and daintily with lace, ribbon or embroldery. Buy as many as



TOKAY GRAPES—args cili, bos: h. 10c.

TOKAY GRAPES—args cili, bos: h. Filled Books of "Sperry" Gold Stamps Are Redeemable for \$2.50 Worth of Merchandise in Any Department, or for \$2 in Cash at the 29% Offices on the Fifth Floor. We Glee 24 Green Trading Stamps as Usual. Ask for Them. Double 24 Stamps Till 12 o'Clock. Single 24 Stamps Thereafter. Single "Sperry" Gold Stamps All Day.